



# PATENT SPECIFICATION

294,803

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## PROVISIONAL SPECIFICATION.

### A New or Improved Container and Display Stand.

We, NORMAN CECIL JOSEPH and BARNETT CLAUDE JOSEPH, both British subjects, and both of St. Elói Works, Stratford-on-Avon, Warwickshire, do hereby declare the nature of this invention to be as follows:—

This invention relates to a new or improved container and display stand, particularly adapted for use on a shop counter or the like, and for displaying and selling packed articles such as cigarettes, cigars, biscuits, or confectionery, or for unpacked goods of such a size and shape that they can be handled in the same way as packets.

The object of our invention is to provide a display stand and container which by its nature and outline will catch the eye and will call immediate attention to a particular line or type of goods, and at the same time will serve as a container for storing a quantity of the goods in such a manner that the goods are on view and are instantly accessible.

Our invention comprises a container and display stand which is made in the outline or appearance of the particular line of goods to which it is designed to draw attention, and which is adapted to hold a substantial quantity of the goods arranged in one or more vertical tiers, means being provided for feeding in goods at the upper end and for withdrawing the goods at the lower end, the goods feeding down by gravity as each packet or article is withdrawn.

The device is adapted to stand on a shop counter or other suitable place, and both advertises the goods and keeps them immediately available for a purchaser.

The device may be made in tinned sheet metal, sheet aluminium, papier-maché, wood, or other suitable material or a combination of such materials. It is preferably mounted on a substantial

base or stand which may bear advertising matter, and the upper end of the device may be adapted to carry or receive one or more show-cards.

In one example where the device is adapted for the display and storage of cigarettes in packets, the device is made in the form of a cigarette standing on one end, the body being a cylinder coloured matt white, and the upper closure being coloured like tobacco.

An opening or slot of substantial width extends for the full length of the cylinder and is made wider at the top and bottom for the insertion and removal of the packets. Within the cylinder is a liner of rectangular cross-section and of dimensions slightly greater than a packet in a horizontal position so that the packets can slide freely in the liner without jamming. The liner is open at the front which registers with the slot in the cylinder, so that the fronts of the packets are visible, and the liner is conveniently made from a single piece of sheet metal bent to shape, its free edges being inwardly cranked and secured in folded-in flanges at the edges of the slot in the cylinder. At the lower end of the liner is a block on which the lowermost packet will rest, and the back wall of the liner for a short distance at the bottom may be inclined forwardly to push the lowermost packets forward and facilitate its removal.

This form is of course described as an example only, as the device may be made equally well in the form of a cigar, biscuit-packet, sweet-carton, or other suitable article or package.

Dated this 5th day of October, 1927.

For the Applicants,  
GEORGE BARKER & BRETTELL,  
Chartered Patent Agents,  
75 & 77, Colmore Row, Birmingham.

## COMPLETE SPECIFICATION.

### A New or Improved Container and Display Stand.

We, NORMAN CECIL JOSEPH and BARNETT CLAUDE JOSEPH, both British subjects, and both of St. Elói Works, Stratford-on-Avon, Warwickshire, do hereby declare the nature of this invention to be as follows:—

This invention relates to a new or improved container and display stand, particularly adapted for use on a shop counter or the like, and for displaying and selling packed articles such as cigarettes, cigars, biscuits, or confectionery, or for unpacked goods of such a size and shape that they can be handled in the same way as packets.

[Price 1/1]

Price 4s 6d

hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to a new or improved container and display stand, particularly adapted for use on a shop counter or the like, and for displaying and selling packed articles such as cigarettes, cigars, biscuits, or confectionery, or for unpacked goods of such a size and shape that they can be handled in the same way as packets.

The invention refers particularly to containers of the type in which the articles are stacked in a vertical series in the container which has an opening or window in the front through which the articles are visible and the articles are withdrawn singly by hand through an opening at the bottom of the container, the articles being fed down by gravity so that the lowermost is always in position for withdrawal.

The object of our invention is to provide a display stand and container which by its nature and outline will catch the eye and will call immediate attention to a particular line or type of goods, and at the same time will serve as a container for storing a quantity of the goods in such a manner that the goods are on view and are instantly accessible.

Our invention comprises a container consisting of a tubular vertical casing of circular or rectangular cross-section having a longitudinal opening or slot of less width than the articles for which the container is intended, and a liner within the casing adapted to contain a number of superimposed articles, the front of the liner being open and registering with the slot in the casing, which slot is enlarged at the upper and lower ends for the insertion and removal of the articles.

Preferably the outer casing is of such an outline that it indicates or draws attention to the nature of the article which it contains. For example in a device for storing and displaying packets of cigarettes, the casing may be a cylinder of such proportions and decorated in such a manner as to have the appearance of a large cigarette.

The device is adapted to stand on a shop counter or other suitable place, and both advertises the goods and keeps them immediately available for a purchaser. The device may be made in tinned sheet metal, sheet aluminium, papier-maché, wood, or other suitable material or a combination of such materials. It is preferably mounted on a substantial base or stand which may bear advertis-

ing matter, and the upper end of the device may be adapted to carry or receive one or more show-cards.

One practical form of our invention as applied to a device for the display and storage of cigarettes in packets is illustrated in the accompanying drawings in which:—

Figure 1 is a front elevation.

Figure 2 is a side elevation.

Figure 3 is a section on the line 3—3 of Figure 1.

In the embodiment illustrated the device is made in the form of a cigarette standing on one end on a round base *a*, the body being a sheet-metal cylinder *b* coloured matt white and the closure *c* for the upper end being coloured to represent tobacco or the glowing end of a lighted cigarette.

An opening or slot *d*, of substantial width extends for the full length of the cylinder and is made wider at the top and bottom for the insertion and removal of the packets. Within the cylinder is a liner *e* of rectangular cross-section and of dimensions slightly greater than a packet in a horizontal position so that the packets can slide freely in the liner without jamming. The liner is open at the front which registers with the slot in the cylinder, so that the fronts of the packets are visible, and the liner is conveniently made from a single piece of sheet metal bent to shape, its free edges *f* being inwardly cranked and secured in folded-in flanges *g* at the edges of the slot in the cylinder. At the lower end of the liner is a block *h* on which the lowermost packet will rest, and the back wall of the liner for a short distance at the bottom is inclined forwardly as shown at *j* to push the lowermost packet forward and facilitate its removal.

This form is of course described as an example only, as the device may be made equally well in the form of a cigar, biscuit-packet, sweet-carton, or other suitable article or package.

Having now particularly described and ascertained the nature of our said invention and in what manner the same is to be performed, we declare that what we claim is:—

1. A container and display stand for displaying and storing articles such as packets of cigarettes, biscuits, and the like, comprising a tubular vertical casing of circular or rectangular cross-section having a longitudinal opening or slot of less width than the articles for which the container is intended, and a liner within the casing adapted to receive a number of superimposed articles, the front of the liner being open and registering with the

slot in the casing which is enlarged at the upper and lower ends for the insertion and removal of the articles.

2. A container and display stand for  
5 cigarette packets, comprising a cylindrical casing representing a cigarette, closed at the upper end and mounted on a suitable base, a liner of rectangular cross-section within the casing to receive super-  
10 imposed packets in a horizontal position, a longitudinal opening in the front of the liner registering with a similar opening in the casing, and enlargements of the opening in the casing near the upper and  
15 lower ends for the insertion and removal of the packets.

3. A container and display stand as claimed in Claim 1 or 2, in which the lower end of the rear part of the liner is forwardly inclined to cause the lowermost  
20 packet to protrude so that it can be readily removed.

4. The improved container and display stand substantially as described and as illustrated in the accompanying  
25 drawings.

Dated this 1st day of May, 1928.

For the Applicants,  
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[This Drawing is a reproduction of the Original on a reduced scale]

